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# It is Easy Being Green

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# It IS Easy Being Green

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## Abstract

Many corporations are not aware that in today's business environment, it is possible to simultaneously be sustainable and profitable. To address this issue, we studied how companies used eco-friendly techniques for both their economic and the environmental benefits. After researching companies we identified certain areas where companies can economically address sustainability, and where profits and conservation coincide. We examined how companies have best implemented these sustainable strategies.

## Background

**Packaging:** Plastic based packaging is becoming more expensive. This makes using smaller packaging and recycled packaging more economic.

## Life cycle analysis:

Reducing waste and producing recyclable products.

## Water and Energy

**Conservation:** Due to the rising cost of energy, any way that can lessen a companies consumption will lower the cost of production.



## Project Goals/Objectives

To evaluate why these companies have made sustainability efforts and to understand the social, environmental, and financial benefits it can create.

## Research Focus

Conducting research on the companies Unilever, P&G, and Heinz into their recent sustainability goals and profits.

Examining in which ways sustainability affected a company beyond profits.

## Sustainability Findings

Unilever, P&G, and Heinz each were able to make a wide range of environmental efforts and raise their net profit from the year before meaning it is possible to go green and still make a profit.

## Other Conclusions

Companies with sustainable outlooks and goals were generally also those which promoted innovation and positive external engagement most effectively. Sustainability will continue to grow in importance in a much more interconnected and competitive business world and increased consumer awareness of the issue. Beyond environmentalism, sustainability increases stakeholder engagement, boosts corporate image, and fosters investor and consumer trust.

## Conclusion

In order to remain relevant, companies need to identify where they can economically and sustainably use and conserve their resources in an increasingly competitive business environment.

## References

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<https://creativecommons.org/licenses/by/2.0/legalcode> changes were made

			
<i>Profits</i>	<b>+32.5%</b> (2008-2013)	<b>+0.9%</b> (2012-2013)	<b>+18.5%</b> (2005-2012)
<i>Water Use</i>	<b>-29%</b> (2008-2013)	<b>-14%</b> (2010-2013)	<b>-23%</b> (2005-2013)
<i>Greenhouse Gas Emissions</i>	<b>-32%</b> (2008-2013)	<b>-11%</b> (2010-2013)	<b>-23.8%</b> (2005-2013)
<i>Solid Waste</i>	<b>-11%</b> (2010-2013)	<b>-56%</b> (2010-2013)	<b>-51.2%</b> (2005-2013)
<i>Renewable Energy Use</i>	<b>+27%</b> (2014)	<b>+7.5%</b> (2014)	<b>+7.9%</b> (2014)